

**Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-20. (Cancelled)

Claim 21. (Previously Presented) Apparatus for displaying information, said apparatus comprising:

display means; and

activation means coupled to said display means, for causing said display means to display predefined information upon reception of predefined acoustically propagated data broadcast by a commercial broadcast source;

wherein said commercial broadcast source comprises one of a commercial radio broadcaster and a commercial television broadcaster.

Claim 22. (Previously Presented) Apparatus as claimed in Claim 21, wherein said acoustically propagated data are incorporated in an acoustic signal onto which said acoustically propagated data have been digitally modulated.

Claim 23. (Previously Presented) Apparatus as claimed in Claim 21, further comprising programming means for programming said predefined data and said predefined information.

Claim 24. (Previously Presented) Apparatus as claimed in Claim 21, wherein said display means is a liquid crystal display.

Claim 25. (Previously Presented) Apparatus as claimed in Claim 21, wherein said activation means is an application specific integrated circuit.

Claim 26. (Currently Amended) Apparatus as claimed in Claim 21, wherein said apparatus further includes a microphone, an ~~analogue~~ analog to digital interface, a programmable digital processor and a battery.

Claim 27. (Previously Presented) Apparatus as claimed in Claim 21, wherein predefined information is an advertisement.

Claim 28. (Previously Presented) Apparatus as claimed in Claim 21,  
wherein said predefined information is a message.

Claim 29. (Previously Presented) A method for displaying  
information, said method comprising:

receiving an acoustically propagated signal;

comparing said received acoustically propagated signal with a  
predefined signal; and

when said received acoustically propagated signal matches said  
predefined signal, displaying predefined information;

wherein said received acoustically propagated signal is  
commercially broadcast via one of radio and television transmission.

Claim 30. (Previously Presented) The method as claimed in Claim  
29, wherein said predefined signal and said predefined information are  
predefined by a computer program.

Claim 31. (Previously Presented) The method as claimed in Claim 30, wherein said commercially broadcast acoustic signal is an advertisement.

Claim 32. (Currently Amended) Apparatus for selectively displaying predetermined information, comprising:

means for receiving an acoustically propagated signal derived from commercially broadcast information which is transmitted by one of radio and television;

means for comparing a content of said acoustically propagated signal with a stored predefined signal content;

an output unit for generating a human detectable intelligible output [[unit]]; and

means for causing said output unit to generate a predetermined information signal upon detection of a match between said acoustically propagated signal and said predefined signal content, said predetermined information signal being generated in one of visually and audibly detectable form.

Claim 33. (Currently Amended) A method for displaying information, said method comprising:

embedding a predetermined acoustic signal within a soundtrack to be emitted by an entertainment device;

the entertainment device emitting the predetermined acoustic signal, embedded in said soundtrack, in audible form;

~~comparing~~ an acoustically activated device receiving said predetermined acoustic signal and comparing it with a predefined signal that is stored in the acoustically activated device, and

upon said predetermined acoustic signal matching said predefined signal, said acoustically activated device displaying predefined information that is stored in the acoustically activated device;

wherein the entertainment device comprises one of:

a radio receiver;

a television receiver; and

a cinema system.

Claim 34. (Cancelled) Claim 35. (Previously Presented) A method of displaying information, comprising:

a person wearing a badge while listening to one of cinema, radio and television program material, said badge having an acoustic detector, processor means for processing information received from said acoustic detector, and means for displaying predetermined visual indicators;

upon determination by said processor means that said acoustic detector has received predefined acoustic information, said processor means causing said display means to display a predetermined visual indicator associated with said predefined acoustic information.

Claim 36. (New) The apparatus as claimed in Claim 21, wherein said predefined information comprises a preset visually discernable message or symbol which differs from "said predefined acoustically propagated data".